

Make Sure Your Staff Reads ALL of Publix Opinion

Publix Opinion

The Official Voice of Publix

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JOBBERS FAVOR THEATRE TIE-UPS

FREE DISPLAY-ADS, WINDOWS BY THOUSAND, WITHOUT PASSES

That the days of "give-away showmanship" are over is revealed almost every week by the specimens of campaigns being sent into the Home Office by the showmen in charge of our theatres.

The commercial age of "dramatizing" and "romancing" articles of merchandise, such as cigarettes, radio sets, clothing, candy, coffees, ice cream, etc., is here, and the promoters of these products find their best ally is the popular priced theatre when it comes to winning favorable attention.

No week goes by but what Publix Opinion or Mr. Botsford or Mr. Stewart receives dozens of full page newspaper ads paid for by merchants or jobbers, and featuring the local appearance of a stage, screen or musical star at a particular theatre at a particular date. For a year "Publix Opinion" has been telling about the idea that has now "caught on" in tremendous force.

In addition to newspaper ad space in many instances it is reported that merchants pay for the printing of huge quantities of lithograph and window display material and billboards. Plus this, extensive gifts are presented to the theatre House and Advertising managers for the ideas.

In Brooklyn, Lou Goldberg mailed an idea for a tieup to a candy manufacturer and got huge newspaper display space, full-runs of cards in subway-cars, L-car, Subway station posters, and thousands of windows. All of the printing and distribution cost, as well as the cost of space in the cars and station, was paid for by the jobber. Mr. Goldberg only gave up an idea. Not a single "pass" was given. This idea has been effectively used for many years by the Balaban and Katz-Publix Theatres in Chicago, and also by the Kunsy-Publix group in Detroit and the Skouras-Publix group in St. Louis.

Thru this means, the playdate of the attraction and the theatre name is equally as prominent as the star's name.

Jobbers have learned that tie-ups give good reader-interest to what would otherwise be dull copy for a commercial product.

At the same time, it provides an avenue of advertising to the theatre which costs nothing, and automatically abolishes a huge part of the "pass evil" which annoys every theatre manager. Incidentally it means added business to the newspapers, which also builds added good will.

Hot Tip!!

Walter Howie, Managing Editor of The N. Y. "Mirror" and rated as one of the one-two-three greatest executive-journalists in America tells the editor of PUBLIX OPINION that the public is how HOT for Mystery-stories. That's a tip to you! You've got lots of 'em coming for your screen. Make a newspaper tieup on each, offering prizes for the best solution-guess offered for a 500-word UNFINISHED synopsis printed free by the newspaper every day for a week in advance of your picture. Mr. Howie says "guessing the solution of our mystery serials, cartoons, etc., has jumped our circulation tremendously." That's authority enough for any managing editor in your town.

5TH SESSION OF SCHOOL STARTED

With a class of twenty-eight men, the largest that has ever been assembled for training since the organization of the school in 1925, the fifth session of the Publix Managers Training School started Thursday, March 7. The successful candidates were selected from over a thousand applicants after each one was personally interviewed by department heads.

From the four previous classes of the School, seventy-four men are now engaged in theatre operation in different sections of the country and abroad. This represents over 90% of the graduates of the School.

As was the case with previous classes, the majority of the men selected for training in the Fifth Class have had previous theatre experience, some of them being brought to New York for the training session from Publix Theatres, and from theatres of

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CELEBRATION WEEK DOUBLES LAST YEAR'S RECORD

Final returns for Publix Celebration Week indicated an increase of more than 100 per cent over the same week last year, according to an announcement made by David J. Chatkin, General Director of Theatre Management, who declared that it was a splendid tribute to Mr. Katz.

The celebration week resulted in thousands of examples of positive sales-genius on the part of various Publix showmen and local organizations.

In Minneapolis, Ben Ferris and Ralph Branton arranged for Governor Theodore Christianson to speak over the radio in behalf of the whole Publix organization in general, and Publix-F&R in particular.

The idea of asking the mayor of each city to issue a proclamation in behalf of the week met hearty response, and the copy suggested in the Campaign Manual sent out in advance of the celebration was used verbatim, or improved upon. At any rate, hundreds of executive proclamations were issued in behalf of Publix theatres.

In several cities, newspapers were induced to devote some of their promotion space to huge display ads, congratulating the whole city upon its good fortune in possessing Publix theatres.

Radio, newspaper ads, and dozens of other media, carried the message.

Mr. Chatkin's complete announcement follows:

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"THE LETTER" DAY-AND-DATE APRIL 20

THE INDUSTRY'S finest talking picture drama!! JEANNE EAGLES, Star of "Rain" in an INTIMATE DRAMA that THUNDERS AND ROARS in the heart of EVERY WOMAN.

Order your press books today!! Start teasing public interest today! On your screen! With lobby posters! With newspaper stories!!

SELL JEANNE EAGLES and the DRAMA in "The Letter."

"THE LETTER" IS FULL OF COIN-LURE

Here's another advance box-office tip for you. Start planting this enthusiasm in your publicity, and it will return the efforts in terms of extra dollars.

At a pre-view of "The Letter," held in the Home Office projection room, Paramount's newest hit picture was acclaimed as a super hit by some of the most astute leaders in show business.

Mr. Katz was tremendously enthused over it, and so was Mr. Dembow.

Max Balaban, who for many years was the film buyer for the famous Balaban & Katz circuit, declared that in all of his experience, he has never seen a finer dramatic production on stage or screen.

"Here's a bigger picture for women than was 'Stella Dallas,'" says Mr. Balaban. "I suggest that if the Stella Dallas campaign idea be followed in every town, 'The Letter' will get the maximum gross it is entitled to."

"Everybody is anxious to see Jeanne Eagles, the stage star of 'Rain' in this story by the author of 'Rain.' Monta Bell, the director, had a marvelous story and star, and as usual, he got the utmost from both."

Mr. Balaban suggests that theatres start teasing public interest now by advance notices on the picture—playing on the thought that this woman honestly was in love with two men—even with the man she killed.

"The women make or break a picture when it plays a theatre," Mr. Balaban declared. "Here's a picture packed so full of woman-interest that word-of-mouth advertising will make it when it opens. Every theatre should assure itself of getting a tremendous 'opening' for the picture, and word-of-mouth will do the rest."

Among those who saw and were enthusiastic about the picture were Messrs. Feld, Schneider, Chatkin, Botsford, Stewart, Charles Skouras, Floyd Brockell and Mr. Saal.

HISTORIC EVENT IS SENSATION

Paramount news-reel, often called to attention by PUBLIX OPINION as something to advertise for box-office benefit, scored another sensational hit when it released its first talking-newsreel service, at Washington, during the ceremonies that officially made Herbert Hoover the president of the United States.

The cameras caught closeups of every important incident and the sound recording devices did likewise. Thru the Publix theatres that played this picture made by Paramount, millions were enabled to "be present" at the event.

Pictures that talked made up the entire subject, and even the street noises incident to the parade were audible. Mr. Hoover's speech was audible in every syllable and the camera had him at close range. How the Paramount newsreel cameramen were able to so completely cover the event will be a mystery to most of us, but that they did it effectively is being proclaimed by theatre audiences everywhere.

As soon as the subject was made it was rushed thru the laboratories and prints were quickly furnished to all theatres. It was on the screen of the New York and Brooklyn theatres operated by Publix less than 24-hours after it occurred, a feat that made the newspapers devote columns of free space in praise.

Nothing that has happened in the development of Paramount pictures in a long time has sent such a thrilling wave of enthusiasm thru both the Paramount and Publix organizations, and in theatre circles, on every tongue, the slogan coined by Mr. Otto Kahn, "When Paramount Moves, It Leads," is being heard. Mr. Emanuel Cohen, head of Paramount newsreel declares that scientific perfections in mobile equipment for taking sound pictures preclude the possibility of regular newsreel service from the "talkies" until about August, but that in the meantime, outstanding national events will be covered as was the inauguration.

ANOTHER SMASHING HIT!

The slogan "LUPE'S MAKIN' WHOOPEE!" was more than confirmed on Saturday morning when enthusiastic throngs jammed the Rialto Theatre, New York, to see Lupe Velez in "The Lady of the Pavements."

Attracted by the sensational success of this popular actress in the Paramount picture, "Wolf Song," which is consistently packing the Embassy Theatre a little further up the street, a long line had already gathered at the theatre hours before the opening on Saturday morning. The crowd kept coming all day Saturday, Sunday and throughout the entire week rolling up a box office score which was one of the high lights of the season.

TARDY MANAGERS' REPORTS

Week after week we rush all day Monday and Tuesday with the hope of being able to complete the Weekly Summarized Statement which is required by Mr. Katz and department heads, early Wednesday evening, and week after week some ten or twenty reports are missing when we need them most, usually arriving Wednesday noon or thereabouts. One missing report holds up the entire summary.

Careful check up discloses the following reasons for this tardiness:

1. Not mailing reports on time.
2. Not having made the proper investigation as to when the train or airplane leaves, thereby making an attempt to catch that conveyance.
3. Oversight in placing a Special Delivery stamp on the envelope.
4. Not using envelopes which have been made up, especially for this purpose.

In each and every instance, I have written to the manager, calling this tardiness to his attention, and in a return letter, he usually promises never to do it again, and lives up to it for a month or so and then forgets about it. In most cases it is not the same manager each week.

At this writing, Tuesday, 7 P. M., there are still 44 reports missing. We have never had more than fifteen reports missing at this hour during the last four weeks. We have experienced weeks when all reports were in New York on Tuesday noon, which proves it can be done.

Any steps which will make it possible for us to receive all reports no later than 9 A. M. Tuesday morning, the majority of same, no later than noon Monday, will actually make it possible for at least three hours of overtime to be cut off each week for the entire accounting department.

Respectfully,
(Signed) J. A. WALSH,
Accounting Dept.

OHIO EDITOR RAGES OVER CAMPAIGN

What was intended as a vicious rap by the editor of the Delta (Ohio) "Atlas" because his paper was not included in the ad-schedule for the opening of the new Toledo — Paramount theatre, is unquestionably the finest endorsement of the sales efficiency of Publix organization that has come to the attention of Publix Opinion in many years.

Jack Jackson, as advertising manager, and Sidney Dannenberg, as Managing Director of the Theatre are particularly entitled to the laurels, though, of course, various home office officials who laid the groundwork for the campaign several months before the opening, are also entitled to some of the glory.

Every stunt and gag, and every subtle institutional selling thought that has ever been successfully used elsewhere, was repeated, and in addition, Mr. Jackson and Mr. Dannenberg invented countless new ones.

This front page "knock" in the tiny Ohio weekly newspaper should be an inspiration to every body in Publix.

We have the merchandise to sell—and we sell it.

AT LAST the Toledo Paramount theatre is open! We can now go ahead with the inauguration plans, Lindbergh's engagement, the Chicago killings and the Byrd expedition.

IT REQUIRED more reams of obnoxious publicity to open Mr. Dannenberg's show house than it did to put over a Liberty Loan drive.

THE MODERN Fied Piper, the press agent, had Toledo and northwestern Ohio howling. One would be led to believe that the millennium had been reached in Toledo.

GREATER Toledo Week — the most significant Toledo happening in a decade! — the most modern theatre in the world — magnificent — greatest — etc., etc. What a spell publicity casts over otherwise sane persons. Four out of every five will believe anything they see in print.

THE CITY NEWSPAPERS supposedly humanized to publicity by their shrewd editors, gave more space to the Paramount than to Congress, Coolidge and corruption. Everybody over six years of age knows how much the theatre cost, who plays the organ, what its seating capacity is, who did the excavating, how many yards of carpeting were required, who carries out the snakes and what a lucky city Toledo is!

THE EXCHANGE CLUB took the count too. Acting for all the world like it was helping in a Red Cross drive, the Club chartered an airplane to carry invitations to neighboring mayors and editors. The corporation of Gotham experts walked off with more whoopee and free publicity than any Toledo-owned enterprise could hope to command from its own city.

THE EPIDEMIC took heavy toll in the ranks of the neighborhood newspapers. Lured by the promises of two 65c ducats dozens of editors, week after week, gave columns of space to the Toledo show house, while they had not one inch of free space for their local movie.

THE WORLD is drrenched with publicity—always has been. People like it. There is no antidote for it.

TWELVE PAPERS RAN HIS STORIES FOR PASSES

Manager E. E. Whitaker derived a lot of publicity for "Alias Jimmy Valentine," playing at the Publix Montgomery Theatre, Spartanburg, S. C., when he got twelve out-of-town newspapers to publish a story about the picture he sent them with a notation that a pair of passes to the Montgomery would be theirs by sending in a copy of the story.

The papers began coming in, some of them with two-column heads to the story.

ASH SNOW BANKS

The huge blizzard of snow which recently swept over New York furnished just another means to Lou Goldberg to bullyhoo Paul Ash and the Brooklyn-Paramount Theatre. The Ash gale scattered all over Brooklyn and even spread as far as Broadway and 42nd St., New York, under the direction of Lou and Raymond Puckett.



PARAMOUNT TOPS DO YOU SIGN LIST IN FILM DAILY POLL

Leading the list with "The Patriot," and winning third place with "The Last Command," in "The Ten Best Pictures of 1928" poll conducted by the Film Daily among the critics of the entire nation, Paramount pictures once again established its world leadership in the industry.

Of the 49 pictures selected for the Honor Roll, Paramount can boast of 14, the greatest number of any producer listed. The other 12 are "The Racket," "Old Ironsides," "Docks of New York," "Legion of the Condemned," "Speedy," "The Wedding March," "The Drag Net," "Forgotten Faces," "Beau Sabreur," "Beggars of Life," "Fleet's In" and "Ladies of the Mob."

The poll embraced 295 critics representing 326 newspapers, 29 trade and fan publications and three newspaper syndicates. "Editor and Publisher" estimated that these publications covered a population of 23,850,980.

Recently Mr. Chatkin sent out a letter, asking for photos and a brief biographical sketch of each Division, District, Advertising and House Manager. Inspection of some of the returns indicate that Publix has manpower of exceptionally brilliant qualifications. In several instances, however, the neatly typed biographies were signed in such a manner that handwriting experts were baffled. At least a dozen photos and biographies will have to be sent back to the town of origin, to be identified, because the signatures are so careless or fancy as to be unreadable. Modern business practice has long established the custom of signatures being written over or under a typewritten signature in cases where the "trick" signature is hard to read.

PARADE BAN FOILED!



Here's a "pip" to remember! And do, sometime! It's sure fire!

Tampa was going hay-wire over a big civic parade, and of course advertising-floats were barred from the line of march. Did that stop the resourceful gents who make box-office whoopee for the "Tampa" theatre? It did not! They got up a float, bannered it with George Bancroft "Wolf Of Wall Street", mounted cutouts on it—and put a man on top cranking a movie camera at the police,

the crowds, the mayor, the committee, and everybody else. Unfortunately the film fogged, and that prevented the showing on the screen—but the hundreds of thousands who witnessed the parade got a hot eyeful of "Wolf Of Wall Street."

Under the direction of Manager A. M. Roy, the entire "Wolf Of Wall Street" campaign, as outlined in the Home Office special manual, was executed, with great box office results.

HOTELS COPY PUBLIX PLAN OF SERVICE

Another indorsement of the famous Balaban and Katz Publix usher service, which later became the foundation of the now equally famous Publix service, came in the form of a request, received by a B & K representative from the owner of several prominent hotels in Chicago, to have his elevator boys and attendants drilled in the theatre service manual.

Because of the evident appeal this type of service has upon the public, apartment hotels all over the country are planning to install it in their hostleries. The hotel managers figure that a smartly dressed, courteous attendant, well trained in extending thoughtful, unobtrusive service to the patrons would be a great selling appeal to their tenants.

"It should be a great flash for the apartment hotels," one of these managers said. "At present most of them are using ordinary untrained youngsters who care little about service and plenty for Dead-Eye Dick story magazines. They run their elevators between paragraphs."

"Other managers are with me in the desire for the picture house type of service, and we're going to have it soon."

HERE'S A GOOD ONE TO WORK

Notified by the local distributor of Liberty Magazine that the current issue carried a favorable review on "Shopworn Angel," the picture playing his theatre that week, Manager Murray Pennock, of the Minnesota Theatre, Minneapolis, inserted leaflets advertising the picture in 12,000 Liberties, which was the entire local distribution.

The insert, printed in large red type on bright yellow paper, read: "SEE PAGE 23 of Liberty Magazine. Frederick James Smith Gives 'THE SHOPWORN ANGEL' and says: 'Miss Carroll has done nothing to equal this before, nor has Gary Cooper ever before revealed such engaging humor.' THE SHOPWORN ANGEL now at THE MINNESOTA."

Manager Pennock had previously contacted the magazine distributor so that he might be advised of any favorable review in Liberty on a picture which was playing or was about to play at his theatre.

Ad Tips

Heaven preserve us from the "clever" ad.

The first thing, then, does it pass the page-turning test?

We're a quick thinker, quick eating, quick talking, quick reading nation. We go to the movies we don't want anything to come between us and our picture. We want more than we can get in our WEAF.

We see so much advertising everywhere that we're not hunting it with a microscope.

If we can't take it in an eyeful, then we don't take it in.

So, it should first pass a page-turning test. Remember, the advertisement fighting for attention among a thousand others—and, how thick the issues are getting!

The picture should tell its story.

The headline should dramatize it.

The copy should explain it simply and effectively.

The store window, entrance, clever sales combination, so to speak.

Yes, people will read long message when it really necessary to tell. Simplicity doesn't argue against that. But the advertisement should be "bull's-eye" something that when a legion of picture turners see only the picture the name of the product is an active headline, then advertisement — and message — will have registered.

Make the test yours. Thumb through any magazine. Give each page seconds. Then name six of the advertisements you see. Now turn back and name them. You will probably find the six built along "patter" lines. The display to a story whether you read finer print or not. They're not ashamed to be called advertisements because they are not too proud to work.

—H. M. Bourman

BOURMAN WITH B. &

Anatole Bourman, former master at the Mark Strand York, has been signed by B. & K. for a year at the Chicago theatre. Bourman was at the Strand years.

THEME SONG PICTURES

PICTURE	SONG	PUBLISHER
Close Harmony	I'm All A'Twitter I Wanta Go Places & Do Things	Famous Music Co.
Carnation Kid	Blossoms	Famous Music Co.
Children of the Ritz	Some Sweet Day	Remick Music Co.
Innocence of Paris	Louise Wait Until You See Ma Cherie It's A Habit of Mine	Famous Music Co.
Lady of the Pavements	Where Is the Song of Songs For Me	Irving Berlin, Inc.
Lucky Boy	My Mother's Eyes	Leo Feist, Inc.
Outcast	Another Kiss	Famous Music Co.
Redskin	Redskin	Sam Fox Pub. Co.
Scarlet Sens	Blossoms	Famous Music Co.
Trial of '98	I Found Gold When I Found You	Irving Berlin, Inc.
True Heaven	True Heaven	Deslyva, Browne Henderson
Weary River	Weary River	Irving Berlin, Inc.
Why Be Good	I'm Thirsty For Kisses, Hungry For Love	M. Witmark & Son
Wild Party	My Wild Party Girl	Famous Music Co.
Wolf of Wall Street	Love Take My Heart	Famous Music Co.
Wolf Song	Yo Te Amo Mi Amado	Famous Music Co.

5TH SESSION OF SCHOOL STARTED

TALKIES WIN, BLOOD TEST SHOWS

Wallace R. Allen, Publicity Director of the Publix Olympia Theatre, New Haven, Conn., obtained considerable space in the local papers and made the front page of New York dailies with a story on a blood test experiment between a silent film and a talkie which he conducted at the theatre. The story was picked up by the United Press.

Stage this test in your theatre. It's a pushover! Your editor will co-operate when you present him with such a story accompanied by pictures of a local doctor taking the blood pressure of local personalities!

Allen had several local doctors take blood pressure tests of a show girl from the unit playing his theatre, a twelve year old school girl and a 64 year old man with heart trouble. The tests were taken at a private showing of the same film, first in the silent version and then with dialogue. In each case, the recordings indicated a marked increase in blood pressure during the showing of the sound version.

sion.

In addition to gaining valuable publicity for his theatre the wide dissemination of the story throughout the entire country, served as a boost for the talkies inasmuch as it was a clear indication of the added interest in the presentation on the part of an audience, as indicated by the blood tests of the three diversified types.

ANOTHER GOOD BOOK TO READ

A book that will add many dollars to the gross of your theatre with each change of program, is Roy S. Durstine's "Making Advertisements and Making Them Pay", published by Charles Scribner's Sons. You can order it thru your local bookstore. It costs \$2.50.

Publix Opinion recommends that you get your local library-board to put it on their shelves so your staff can draw on it when wanted. Or it's a good thing to be in the library of every theatre.

It contains many technical tips, and will give your creative genius an endless number of leads for application to show business.

SMILELESS MAN PLUGS HIS SHOWS

By placing a vaudeville performer, who could control his facial muscles so that he would not smile, in the shop window of a local merchant showing cards advertising "A Woman of Affairs" at the Publix Worth Theatre, Fort Worth, Tex., Manager Marjorie K. Moore secured an unusual amount of publicity for the picture and his theatre.

The attraction was a placard worn by the performer which read: "Make me smile and receive a season pass to the Worth starting Saturday—John Gilbert and Greta Garbo in 'Woman of Affairs.'" The man paraded the downtown business streets as well as visiting department stores and other public places.

"ZOO" IN LOBBY

When Manager F. Hookalle of the Publix Washington Street Olympia Theatre played "The Barker," he fenced in a life size

bear and giraffe by wooden slats in his outer lobby, motivated them electrically and ran "The Barker" record giving the spiel by Milton Sills as he does it in the picture. A life-size cutout of a barker pointing his stick toward the animals was placed on a small platform in front of the fence. The stunt proved a great attention getter.

TWO PAGE-ADS FREE

Assistant Manager Ben Rosenberg, of the Eastman Theatre, Rochester, is another careful reader of Publix Opinion. Stimulated by Steve Barto's full page New York World want ad, reproduced in the January 19th issue, Ben not only pulled the same thing in Rochester but secured another free page on an original hunch of his own.

2 GREAT INSTITUTIONS!

EASTMAN THEATRE **RECENT** **PICCADILLY**

When

PUBLIX ROCHESTER THEATRES

NEED MANPOWER THEY ADVERTISE IN THE JOURNAL-AMERICAN

Again the pulling power of the Journal Classified Ads is demonstrated. First the Eastman, now the Piccadilly and Recent Theatres have secured an unusually fine type of young men for their service staffs, exclusively through Journal-American Classified Want Ads.

50 MORE OPENINGS

40 YOUNG MEN

10 YOUNG MEN

THE JOURNAL-AMERICAN

EASTMAN THEATRE

When You Need Help Advertise

But advertise as Mr. Murphy did — in Rochester's largest growing Want-Ad medium. The Eastman Theatre and all that it stands for, the letter to the left and the unusual results below all tell their own story.

THE EASTMAN THEATRE

50 YOUNG MEN

JOURNAL-AMERICAN

THE TIP SPREADS!

Publix Opinion is also read closely away out in Oklahoma City. Manager Pat McGee, of the Publix Criterion Theatre, sent in his free full page ad on the same idea with the comment: "You see, it isn't necessary to open a new theatre in order to tie in the usher crews. Thanks for the idea." He is unquestionably right.

This is a full page ad

Criterion and Capitol Theaters needed several young men

Only high type young men were desired at the Criterion and Capitol Theaters. The usher and theatre boys wanted were of the following small wants:

Mr. T. E. McGee, Manager of the Criterion and Capitol Theaters, Oklahoma City, Okla., writes:

"I have about 200 young men in my usher and theatre boys. I have about 200 young men in my usher and theatre boys. I have about 200 young men in my usher and theatre boys."

Every day, people are finding that the News wantads bring fine results, yet cost less than half of others. Why pay more?

Here are a few of the high type young men who are ushering at the Criterion and Capitol Theaters.

NEWS WANTADS

... Best Results at Less Than Half the Cost ...

"WHIRLING AROUND THE PUBLIX WHEEL"

Mr. Schwartzberg manager of the Broadway, Chelsea has transferred to New York as Mr. Barry's assistant at the Manhattan Training School.

Mr. Arthur J. Keenan has been appointed manager of the Broadway, Chelsea succeeding Mr. Schwartzberg effective February 24th.

Mr. Hubert Schrodt, manager of the Garden and Princess Moines has been transferred as assistant manager of the Cedar Rapids effective February 23rd.

Mr. Lionel Wasson, manager of the Des Moines, Des Moines has been temporarily assigned manager of the Garden and Princess addition to the Des Moines until further notified.

Mr. George Baker has been engaged as manager of the theatre, Houston, replacing Manson Floyd resigned, as of Feb. 27th.

Mr. Louis Lazar, manager at the Metropolitan, Boston, re-effective February 23rd. Mr. S. L. Barutis, who has been filling Lazar's position during his illness is still Acting Manager until further advised.

Ben Black left the Saenger Theatre, New Orleans on March 2nd for New York to resume his duties in the Home Office.

Ray Teal has been transferred from the Palace Theatre, to the Saenger Theatre, New Orleans, and opened on Saturday, 2nd.

Jimmie Ellard of the Denver Theatre, Denver, has been transferred to the Palace Theatre, opening Saturday, March 2nd. Ted has been engaged for the Denver Theatre, to replace Ellard.

Mr. W. E. Drumbar formerly City Manager of Miami has been appointed City Manager of Knoxville with headquarters at the Theatre.

Mr. J. B. Carroll has been appointed City Manager of Miami headquarters at 202 Olympia Bldg. Miami.

Mr. T. R. Earl manager of the Imperial, Asheville has been transferred to manage the Plaza, Asheville.

Mr. Chas. Amos, city manager of Knoxville has been transferred to Asheville as City Manager with headquarters at the Imperial, Asheville.

Mr. Jack Hobby is the manager of the Coral Gables Theatre, Coral Gables and Jack Hodges assistant.

Mr. Evert Cummings district manager of the following towns made his headquarters at the Capitol Theatre, Cedar Rapids: Cedar Rapids, Moline, Davenport, Rock Island and Wat

PREVOST TO CHRISTIE

Marie Prevost, one of the best known feminine comedy stars, has been signed by Al Christie to play opposite Douglas MacLean in the next Christie-MacLean talking production which will be filmed for Paramount very soon.

HORSE FEST IN MOTOR CITY FOR MIX

Fred Roche and Art Schmidt, of the Kunsy-Publix publicity staff, working under the supervision of Oscar Doob, Advertising and Publicity Manager, put over a campaign for Tom Mix and his horse Tony in Detroit that succeeded in making even that Motor City "horse conscious"—and how!

The campaign came to a peak with an exploitation stunt that tied-up the town in a spectacular demonstration on the Monday following opening. This stunt was a "horse-parade" under auspices of the Michigan Humane Society, promoted by Fred Roche. A horse-parade in the capital of the automobile industry proved an idea that appealed to the public imagination. Making the horse "king-for-a-day in the Motor City" got a lot of constructive publicity. Stories tied up the parade with the Mix engagement by making the parade in honor of Tony, Mix's horse. Several hundred horses were in the parade, stretching a couple of miles. The parade ended in front of the theatre, where prominent horsemen did the judging.

Neither Mix nor Tony were in the parade—it is bad policy to let the public see such an attraction FREE. Mix presented the trophies and ribbons after the parade. The parade was headed by a troop of cavalry and a troop of mounted police. A silver model of a horse was the main trophy. (Cost \$18.) School band headed parade. Over 50,000 people lined sidewalks. Huge closed motor truck was only gasoline engine in parade—it was labelled "Tony's private car. — Remember the Horse."

SCHOOL STUNT: To reach the schools, Art Schmidt arranged a stunt with the Recreation Department. Kids were to cut out of wood models of Mix or Tony. Two thousand models were submitted and displayed in Michigan theatre lobby week in advance of engagement. This contest became talk of the schools.

NEWSPAPER CONTEST: Tieup made with Detroit Free Press. Contest was the usual essay thing: Write 100 words on "Why Is the Horse Called Man's Best Friend?" Several display ads were carried gratis by newspaper and also stories. Seven thousand letters received. The prize that attracted the response was the opportunity given 50 kids to shake hands with Mix and ride on Tony. Two sombreros, costing \$8.50 each, were given, after Mix autographed them.

HOTEL STUNT: Three weeks in advance planted stories that Detroit was without stables for Tony. Only seven stables in phone book. The Motor City had no place for a good horse!! The columnists took it up. The Detroit Leland-Hotel, newest and best in town,—after proper promotion—offered to quarter Tony! A vacant store room on ground floor was fixed up as a deluxe boudoir for Tony and his pal, Buster. Windows of store were painted over, with announcement that this room was reserved for Tony. THE HORSE WAS NOT SEEN BY PUBLIC.

PICTURE STUNTS: Mix co-operated in almost anything. He was great to work with. Visited Mr. Kunsy in hospital for a four column picture.

BOY SCOUTS: Bulletin sent out to all troops announcing Mix engagement and assuring parents that surrounding show was clean.

NEWSPAPER LUNCHEON: Mix host to newspaper people. He talks interestingly and all papers carried interviews.

RADIO: Made talk Monday during kids' hour over leading station. On Tuesday was interviewed by movie editor of Times, over station WJR.

SPORTS PAGE: Story on Tony's colored valet. The boy was once a famous jockey.

Owing to five shows daily and capacity business stunts during week were curtailed to a couple hospital stunts and a visit to a sick boy's home by Mix.

GLORIFYING THE HORSE!

The head of the big horse parade lines up in front of Michigan theatre for the judging. The parade was half a mile long and the street was not long enough to hold it all at one time.

In the lower picture, part of the crowd of 10,000 which jammed Bagley Avenue in front of the theatre blocking traffic for more than an hour.



FRAMED IT!!

Mr. B. H. Serkowich, Editor, Publix Opinion, New York City. Dear Mr. Serkowich: In Publix Opinion of February 16th, I note "Tragedy Threatens Any Showman No Matter How Expert If Not Eternally Vigilant With 'Talkies.'" It is to the point. This has been framed and placed in our booth. Also read to entire house staff and talked over to great length.

Yours very truly,
FRANK A. VENNETT
Manager, Central Theatre,
Biddeford, Maine.
P. S. Could I have two more copies of the above.

SCHOOL CONTEST HELPS BOOST FILM

The biology class of the largest high school in St. Joseph, Mo., became especially interested in "White Shadows of the South Seas," the picture playing at the Publix Missouri Theatre, when prizes were offered for the best short stories dealing with some phase of the picture.

The class was allowed to see the picture first before writing their stories. The class instructor recommended the picture highly and the class in turn told their friends which also helped to publicize the picture to excellent results.

PUBLIX SERVICE IN THE SNOW AREAS

Manager H. F. Kayes, of the Publix Temple Theatre, Houlton, Me., a snow and blizzard section, won the gratitude of his patrons, particularly the women and started some favorable talk about town by arming his doorman with a whiskbroom to brush the ladies' coats and furs before entering the theatre. It was noticed that most of the women patrons would not sit down until they had brushed the snow from their wraps. The doorman was properly instructed so as to perform the task in a mannerly way.

"TRAIL OF '98" MAKES GOOD AUTO TIE-UP

Here's a good auto tie-up on the "Trail of '98." Manager Victor B. Lowery, of the Publix Burns Theatre, Colorado Springs, Colo., got a quarter page ad from the Hupmobile people reading "The Dog Sled Led the Way in the Trail of '98 but the new Century Hupmobile Leads the Way in '29. See the Trail of '98 with Dolores Del Rio now showing at the Burns."

Manager Lowery also got the Studebaker people to stage a parade in which a covered wagon carried the sign: "Studebaker led in the Trail of '98" followed by several new Studebakers with the sign: "And Studebaker still leads." In addition to auto tie-up, a donkey with a pack carrying the sign: "See the Trail of '98 starting tomorrow at the Burns," was led up and down through the business thoroughfare.

PREDICTION OF 14-YEARS AGO COMES TRUE

In a recent issue of "Variety," a reprint of an interview in a Chicago newspaper of 14 years ago, is published. The interview was with A. J. Balaban, who predicted at that time the present high standard of entertainment, luxury, comfort, ideals and ethics in the popular theatre. The occasion was the opening of the Balaban & Katz "Central Park" Theatre which at that time was the height of luxury and appointment in cinema theatres. He said that the theatre was built by his brothers and Mr. Katz in anticipation of meeting the needs twenty years in the future. The theatre seats 3,000 and is completely equipped with freezing plant, stage, and conveniences that are only matched in the newest and finest theatres, and its shows and staff service became nationally famous overnight.

MOVING VAN FOR SINGERS

Manager C. T. Perrin, of the Publix Sterling Theatre, Greeley, Colo., got plenty of free publicity and increased attendance by tying up with the local furniture company in the promotion of a vocal radio contest. The finalists were transported to the theatre via the furniture company's trucks which were bannered with notices of the time and place of the final contest.

A GAG!

Both the Western Union and the Postal Telegraph Companies, are tied up with the American Telephone and Telegraph Companies, in promoting telephoto transmission of check-signatures, identifications, photos, etc. The rate is unusually high, based on the zone system and also on the size of the photo matter transmitted.

Both companies are eager to get their service before the public.

Can't you make a deal with your local telegraph office manager to buy a newspaper ad and give you window displays, containing the photo of your next big hot movie star whose 36-point autograph, playdate, theatre name and other advertising material is written in advance on the photo? If you can get the telegraph company manager to pay for the telephoto message, the ad and the windows, you're GOOD—as good as a few of the other sales-aces Publix already is cheering for pulling this new idea.

Original photos with autographs will be supplied for this purpose by Publix Home Office. Just wire to A. M. Botsford and tell whose picture you want sent telephoto, and what you want the autograph to say.

FREE!

Oscar Doob sold the Detroit Free Press the idea that it would be a good boost for the paper if it followed up the Tom Mix contest which it had recently conducted with this institutional ad. Naturally, the paper grabbed the idea. And, incidentally, the Mix Campaign Ballyhoo was appreciably augmented.

This ad can be used by any paper after any children's contest. Also, it helps to sell the paper on its own contest.

a path from home to your counter-

YOU who sell to the school children of Detroit and their parents will be interested in this little story.

Last week The Free Press was asked by Tom Mix, noted star of the screen, to arrange a contest which would reach Detroit school children and arouse their interest in kindness to horses.

This contest brought forth many thousands of letters from children representative of practically every school in Detroit, both public and parochial. It brought about discussions in homes everywhere. It spurred entire families to action.

Here is a very definite measure of evidence of the ability of The Free Press to wield influence in good homes—an influence that reaches through from the smallest tot to the oldest of the family. Here is one newspaper you can depend on to carry a selling message to homes—into the school—into the confidence of its readers. Obviously the reaction is results from printed salesmanship.



You're Welcome Mr. Mix!

Mr. H. E. Mitchell, Managing Editor, Detroit Free Press.

Dear Sir: I have just been looking over the thousands of letters received from Detroit children in response to our little contest. I never saw any so enthusiastic interest. The Free Press surely must be close to the hearts of Detroit's children and their parents. Please accept my thanks for your help in getting over my message about kindness to the youth of Detroit. You exceeded my fondest hopes. You may not know it, but you have inspired a national movement, for I am going to show other papers what you have done as I travel from city to city. Sincerely yours, Tom Mix

TRY THIS SUCCESSFUL IDEA ON CHAIN STORES

KANSAS CITY HAS COSTLESS SALES WOW

READ EVERYTHING IN THIS LAYOUT TODAY!!

After you've done it once with your biggest chain of grocery or drug stores, it becomes routine, requiring no special effort to maintain. It gets lots of business for you. Remember, IT HAS BEEN done!

Louis J. Finske, City Manager for Publix Theatres in Kansas City, who graduated from the Publix School for Managerial Training two years ago, is effectively merchandising the Royal and Newman Theatres. Mr. Finske, who was a lawyer before coming with Publix, took to showmanship like a duck takes to water, and as assistant to Sidney Dannenberg in Birmingham, made an enviable reputation.

In the attached layout, Mr. Finske shows a letter from a chain-store manager, praising the effectiveness of theatre tie-ups. A front-and-back-fac-simile of the 65,000 weekly heralds which the store pays for and distributes, is also shown. All the theatre does is post a list of 40 weekly winners of single tickets which the theatre gives. In addition to the 65,000 free weekly heralds which the store prints and pays for and distributes, nearly forty stores plaster up their windows each week with posters advertising the shows at the Newman and Royal, at no cost of passes or even printing. Another case of where a good idea did all the work. Each herald has a consecutive number, and 40 numbers are picked weekly for prizes.

HERE'S A GOOD SCHOOL TIE-UP FOR YOU

Manager C. F. Millett, of the Strand Theatre, Pawtucket, R. I., hit upon a most effective scheme of tying up with the art department of the local public school for considerable newspaper as well as mouth to mouth advertising.

Manager Millett's scheme is to give the art department of the high schools the press sheet of a coming attraction and allowing them to go ahead and work out a poster campaign or a special lobby display. In this manner, not only will the picture itself be advertised, but additional publicity will be created for the theatre and the attraction in that the high school displays will be set in the theatre lobby.

Plans are being considered for the remodeling of the Strand Theatre. If these plans are definitely approved, Manager Millett will ask for suggestions from the pupils of the art department, as well as the director, for the most artistic layout or color scheme. Although, in all probability, none of the suggestions could be used, a great deal of newspaper and word of mouth publicity will be obtained.

A LESSON!

"A Precious Little Thing Called Love," theme song of "Shopworn Angel," is listed as the best seller to-day. This tremendous success was achieved without any plugging prior to the playing of the picture. Had this been done, it would have meant a corresponding increase, even to the highly satisfactory box office results that the picture enjoyed.

We cannot afford to make this mistake again. Start plugging "YO TE AMO," theme tune of "Wolf Song," another prospective big hit, at once! Also any of the theme songs, listed in another column, whose pictures did not play your theatre yet.

PUBLIX THEATRES CORPORATION
Inter-Company Communication Sheet

Date: March 5,

To Mr. Ben J. Sarkowicz,
Home office,
At: Louis J. Finske,
From Mr. Kansas City, Missouri.
Subject:

Dear Mr. Sarkowicz:

I am enclosing herewith letter from the local operating company of Piggly-Wiggly stores, together with a copy of the type herald we are using in cooperation with them. I thought you might be interested in knowing this.

Each week Piggly-Wiggly pay for and distribute house to house 65,000 of these heralds. There is no expense to the theatre whatever other than the free tickets, which are advertised on the one side of the herald. We have found that we give away about 40 or 50 free tickets each week in connection with this, but there is never less than three or four thousand coming into the lobby of the Newman each week to see if they are the holders of a lucky circular. Most of them are ladies too.

We have every reason to believe that many of them purchase tickets when they find they are not the holder of a lucky circular. Inasmuch as it is mighty hard to make some chain stores see the value of theatre cooperation I thought the enclosed letter and herald might be of some benefit to some other theatres.

The other day down at the Star, Mr. Warren and Mr. Longden asked me to be remembered to you. They spoke very highly and are still very much impressed by the wonderful work you did in Kansas City. I am sure that I am receiving much consideration from them on your account.

With kindest personal regards, I am

Very truly yours,
Louis J. Finske

LJF:GG

PIGGLY WIGGLY
Save a Little Every Day
Buy the Piggly Wiggly Way
WATCH OUR ADVERTISEMENTS OF ATTRACTIVE VALUES IN THE KANSAS CITY TIMES

again!

500 FREE TICKETS
Through the "Piggly Wiggly" store, you can win 500 free tickets for the picture "THE RED DANCE" starring Dolores Del Rio and Charles Farrell.
All you have to do is buy a Piggly Wiggly product and you will receive a ticket. If you collect 500 tickets, you can win 500 free tickets for the picture "THE RED DANCE".
THE GREATER NEWMAN
Starts Saturday January 19, at 11:00 A.M.
No. 45240
Offer Expires January 25th

(OVER)

PIGGLY WIGGLY
Through the Turnstile
To a Land of Adventure
You may take what you please from our shelves—examine it—arrive at your own decision—and best of all, save money when you buy!

These Prices Are Good Thursday and Friday, Jan. 17-18

C. & H. Sugar	Pure Cane, 10 lb. cloth bag.	61c
Bananas	for	25c
Oranges	2 doz.	43c
Mayonnaise	8 oz. jar	22c
Walnuts	Fancy Calif. Broken	per lb. 33c
Pop Corn	Little Buster, 10 lb. bag	2 for 19c
Prunes	Sunsweet, 2 lb. ctn.	19c
Post Bran	A delightful breakfast food, 2 for	23c
Sausage	Pure Pork, Farmer Style Link, 2 lbs. for	35c
Tub Lard	100% Pure, 2 lbs. for	29c

We reserve the right to limit the amount of any item.

(Over)

Work This One On Any Star Of Your City

Kansas City is William Powell's home town, and he is a graduate of Central High School here, class of '11. Manager C. Claire Wood of the Royal Theatre secured a wire from Powell to a member of this class inviting his classmates of that year to be his guest at a certain showing of the picture. About fifty were in attendance and there was good newspaper publicity on the stunt, as well. A member of the class, now residing in Denver, wired his regrets at being unable to attend.

OF COURSE YOU DO IT THIS WAY, TOO

One of the effective old-time selling "sure-fires" of the theatre is a 3-sheet-size lobby frame made up of a one-third top-piece that yells: "Look What's Coming Soon!" and the other two thirds is made up of six insert strips listing six coming attractions. Simultaneously, of course, you have a trailer that does the same work for you.

LLOYD LEWIS ABROAD

Lloyd D. Lewis, one of America's foremost authors and journalists, who has for eight years been a member of the Balaban & Katz-Publix advertising and publicity department, has resigned in order to spend a year in Europe. Mr. Lewis is the author of many short stories, and recently his newest published book, on the life of Abraham Lincoln, was hailed by literary authority as the most outstanding work of its kind ever written. Jack McInerney, formerly of the New York Home Office, is added to the Chicago staff.

M'INERNEY TO CHICAGO

Jack McInerney, formerly of Publix Opinion and several years a member of Home Office Advertising and Publicity Staff, who resigned last in order to have time to write book on the true causes and lights of the Peloponnesian war, has completed the work which soon to be published, and has turned to Publix. He has accepted a place on the staff of the Advertising and Publicity Department of Balaban & Katz-Publix Theatres.

TOLEDO CAMPAIGN STAMPEDED OHIO

TOLEDO SPENDS HUGE SUM FOR WINDOW

The oft repeated declaration by PUBLIX OPINION that tieups between merchants and theatres should have such a degree of unity to the merchant that he's willing to pay the entire burden cost, is illustrated by a story in PUBLIX OPINION from Toledo, O., which is of a window display that cost several thousand dollars, paid for by the LaSalle-Koch Department Store, partner concern of Macy's New York.

The LaSalle-Koch store took advantage of the excitement in Toledo incident to the opening of a new Toledo-Paramount Theatre, and built a huge window display showing the interior of the lobby, auditorium and mezzanine floors of the new theatre. As a result, the window was constantly crowded by a huge crowd of pedestrians, which of course was valuable to the store. The theatre merely permitted the store to have an advance peep into the new building, and at the architect's and decorators' plans. When the Balaban & Katz Chicago Theatre was built, Marshall Field, one of the greatest department stores in the world, did likewise. With these two precedents to prove the value of a merchant attempting to divert theatre-interest into store-interest, it ought not be difficult for the salesman of theatre merchandise to get spectacular tieups merely by providing the timely idea.

The fact that the new theatre needed thousands to stay in Toledo, or to come there over Saturday and Sunday was plugged by the theatre to such an extent that every merchant became conscious of its value as a creative force in window shopping. Window tieups in Toledo are easy to get without passes, and so tieup ads in the newspapers. The entire campaign for the building of the theatre was one of the most effective in the history of PUBLIX. The campaign was executed by Milton Feld, John Redl, Sidney Dannenberg, Jack Jackson, Rollin K. Stonebrook, and Chester Stoddard of the home office. It was outlined and supervised by A. M. Botsford and B. H. Kowich of the home office.

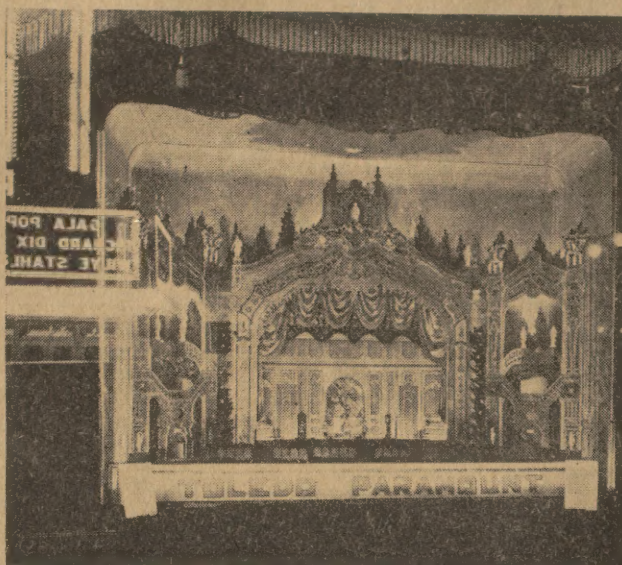
Included in the campaign were the best features of such outstanding opening campaigns as that of Uptown, Norshore, Tivoli, Chicago, Harding theatres of Chicago, Michigan in Detroit, The Alito in Joliet, The Riviera in Omaha, The Denver in Denver, Brooklyn-Paramount, and many other PUBLIX Theatres. Early 200 stunts were outlined for consummation, and most of them were successfully negotiated. These included a free program printed and paid for by a department store; invitations to nearby theatres and mayors via airplane; sidewalk stencilling; trades; illuminated festival and criss-cross on downtown street-intersections; tieup slugs in newspaper ads; a story and picture in each daily newspaper every day; a story a week in 100 weekly papers; a complete special supplement in the three daily Toledo newspapers carrying all of institutional facts of the community.

SPOOKY BOX OFFICE

Manager Guy Bryson erected a "spooky" box-office which attracted considerable attention when "The Haunted House" played at the PUBLIX Egyptian Theatre, Greenville, S. C. A tom-tom and siren were used within the "spooky" booth to create weird and ghostly noises.

THIS IS A WINDOW DISPLAY!

It cost Toledo department store several thousand dollars too! Note the reflection of theatre across the street.



FILE THIS FOR NEXT YEAR!

This is the Valentine Card which Manager Jess Day of the Capitol Theatre, Des Moines, Iowa, sent out to his mailing list, and distributed in his theatres. It created a great deal of favorable talk, particularly among the younger feminine element who greeted each other with: "Oh, I got the loveliest valentine from Don Galvan! Did you?"



WATCH THIS COLUMN EVERY ISSUE FOR SOUND TIPS!

These bulletins are issued by the Projection Department for information about talking picture equipment. Let everyone in your theatre read them!!

BULLETIN No. 2

Your success with SOUND PICTURES and their future value is dependent upon your ability to inspire and retain public interest in this new phenomena.

This can only be accomplished by refined, quality performance—the kind of performance that will amaze and mystify your audience with its realism and approach to the actual personal appearance of the artist. It is your first duty to eliminate to the greatest possible degree any phase of your projection of SOUND that gives to the audience the feeling that it is purely a mechanical result. Set as the ideal performance, the actual presence of the performer on your stage—then—don't be satisfied with your results until you have done everything within the scope of your equipment to approach this ideal.

To properly direct your projectionist, it is necessary that you have a thorough knowledge of your sound projection equipment, its installation and operation. During its installation, devote as much time as possible to becoming familiar with the equipment. Don't hesitate to ask questions and inspire your projectionists to do likewise. Before the engineers in charge of the installation leave your theatre, you and your projectionists should have a thorough understanding of every detail of the equipment and its operation. Remember that this engineer is not an employee of PUBLIX and not under PUBLIX direction, therefore, approach the problem of having him give you full instructions on your equipment, and its operation, in a courteous, diplomatic manner.

Be present at every test and analyze the result from every section of your auditorium. The time to solve acoustical errors is while the installation engineers are on the ground. Attempt to create the various conditions in your theatre during the test periods that you experience when the house is in operation—such as the use of ventilating equipment, opening and closing the doors, draping of stage, etc. Confer with a representative of PUBLIX Maintenance Department, who will be present during the installation, about any necessary structural changes or repairs.

The Electrical Research Products, Inc., will supply you with a complete manual of operating instructions. Go over every word of this manual with your projectionists not only for your own benefit, but for their benefit as well. You can't achieve good results unless you know how to go after them! Follow these instructions religiously and don't hesitate to ask for help from the district Maintenance Department, or this office, when you need it!

Have each projectionist keep a log of each period that he is on duty, noting any difficulty, whether minor or major, in detail. Make notes of your own observations. Discuss them periodically with your District Manager and PUBLIX Maintenance Department representatives.

You will find after study that the equipment and its operation are comparatively simple. Don't permit this to cause you to lose interest in the improvement of results. You can only make such improvement by constantly studying your installation and its operation. You must know how it's done to do it well—and remember—it is your duty and definite obligation to get the best possible results—don't be satisfied with less.

BULLETIN No. 3

Immediately upon receiving your advance bookings from the Booking Department, check to determine the following:—

1. Which subjects are synchronized.
2. Location of exchange from which you will be served each synchronized subject.
3. Whether synchronized subjects are recorded on discs or film. The Booking Department will designate film recording by the letter "F" placed immediately following the title of the synchronized picture. The letter "D" indicates that the recording is on Discs. If no letter appears following the title of the picture, you will know the subject is not synchronized.
4. Arrange to have each synchronized subject in your possession sufficiently in advance of play date to enable you to preview same and secure replacements if your prints and discs are imperfect. Request your district booker to use his influence in this connection and make every effort to get synchronized subjects in your possession four or five days in advance. In event film and records are not in good order, immediately notify district booker, keeping district manager advised.
5. Upon arrival of disc recorded synchronized subjects check each record against the film. Do this personally and take nothing for granted.
6. On film recorded synchronized subjects check physical condition print.
7. At the earliest possible moment after arrival personally preview each synchronized subject and be certain that prints and discs are in good order.

INTERVIEWERS MUG JAZZ-BO DURING PLANE FLIGHT

Bill Pine, a B-K PUBLIXist, who has been publicizing the Oriental Theatre since Paul Ash left there, has been up to his hips in master-of-ceremonies who lasted a few weeks each. He had to get up campaigns on each, so Chicago has almost reached the stage where a parade makes the citizenry automatically rush to the Oriental just like an auto-backfire makes 'em send to St. Louis for two new Democrats.

When Jackie Ostermann was signed, Bill borrowed a ten passenger plane and loaded it with Chicago reporters and cameras and so forth, and flew up to Detroit to meet him and fly him back. He was interviewed and mugged en route and broke into all six dailies with illustrated feature lay out.

PRIZE WINNER PLUGS THEME

In order to plug the theme song of "Wolf of Wall Street" a week in advance at the Greater Palace Theatre in Dallas, Billy Muth, organist, obtained the services of a popular singer of the city, Miss Virginia Anderson, winner of the district Atwater-Kent radio contest. The singer was presented at the regular organ solo, with appropriate announcement slide, singing "Love Take My Heart."

Copies of the number were sold in the lobby, and plugged by a Panatrop loud speaker arrangement to standees and on the breaks. An announcement was run on the screen to the effect that the song could be obtained in the lobby. On the big breaks, ushers sold copies, which were also obtained from information girl.

YOU HAVE THE
MERCHANDISE!
SELL IT!!

Publix Opinion

The Official Voice of Publix

YOU HAVE THE
MERCHANDISE
SELL IT!!

Vol. II

Publix Theatres Corporation, Paramount Building, New York, Week of March 16th, 1929

We have made a tremendous investment in money and effort to establish a relationship of mutual cordiality and respect between Publix and the Public. Every representative of Publix should see to it that this relationship always maintained and strive to heighten that spirit.

—SAM KATZ, President, Publix Theatres

"Leave no stone unturned to give Publix the high standing it holds in the world of theatres."

Publix Opinion

Published by and for the Press Representatives and Managers of
PUBLIX THEATRES CORPORATION

SAM KATZ, President

A. M. BOTSFORD, Dr. Advertising

BENJ. H. SERKOWICH, Editor

J. ALBERT HIRSCH, Associate Editor

Contents Strictly Confidential

HAVE YOU A THEATRE LIBRARY?

Is there a Publix Theatre that is NOT equipped with a well stocked set of files containing photographs, drawings, stories, etc., of the persons and things we need again and again to get the right kind of ads, publicity stories, and screen announcements before the public?

If such a theatre exists, it's a shame.

Every theatre should compile its own "library."

If there is such a theatre, TODAY is the day to start collecting the needed material.

File extra press sheets, manuals, and mats. Clip drawings, caricatures, and ads from trade-magazines. Clip reviews of feature-films and "shorts" from the trade-press and file it. Get the books telling the history of the industry and its leaders, and have them handy.

The home office will send you photographs of the heads of the firm and executives, and their biographical sketches, which you'll want some time or other, for the information of your public.

Your local exchanges will furnish you with stills of stars. The newspapers, fan magazines, and PUBLIX OPINION from time to time furnish you with things that should be filed in your "tickler file."

A comprehensive "tickler file," and an adequate "morgue" of photos, stories, cuts, mats, etc., will be invaluable countless times during the emergencies that constantly face you.

Such a "research library" in your theatre is prima facie evidence that you are a careful, analytical showman.

Furthermore, it is of tremendous value to any youngster in your theatre who has the desire to obtain the knowledge of this business that will win advancement for him. Make your staff help compile and maintain your theatre staff library and encourage all employees to familiarize themselves with its contents.

"RIGHT OR WRONG"

When Stephen Decatur, early in America's life, gave the toast, "Our country! In her intercourse with foreign nations may she always be in the right; but our country, right or wrong," he did something more than nail to the masthead a mighty good definition of a patriot's feeling.

He said something which, echoing in our own days in a business atmosphere, means a lot in actual conduct of an enterprise. If the spirit of his toast could be absorbed by the critics inside of many organizations their value to their concerns would be enhanced.

The great need in day-by-day running of a business is not to be always right to a hair's-breadth, but to keep moving on. When a decision is once made—whether or not as wisely as could have been made if there were more time to deliberate—all hands should live up to it loyally and stop dissecting the subject. Few things are so paralyzing as post-mortems. And in fact critics of policy arrogate to themselves more wisdom and knowledge of the facts than they really have. Many a so-called snap judgment in business is based on facts long known and digested by those who make the decision. If the rest of the organization would give half as much energy to obeying the decision as they do to reviewing it everybody would profit more.

Discussion is a good thing—before a course is embarked upon. After that, Decatur's fine spirit of unquestioning, uncompromising fealty could be imitated to advantage.—"The Eagle."

MARCH NON-SYNC RELEASE BEST TO DATE

The Music Department's non-sync release for March bears eloquent testimony to the gradual organization and development of its non-sync facilities during the past few months. Despite the uniform excellence of its past weekly programs, it is the general consensus of opinion that the March release tops them all and furnishes unusual opportunities for all managers to round out their programs with the best types of musical and novelty entertainment.

Write to Boris Morros, General Music Director, for any one of the programs listed under the March release. It is the aim of the Music Department to co-operate with managers in the field wherever it can do so, according to Mr. Morros, and any request for information or service will be given its interested attention.

The non-sync release for March follows:

WEEK OF MARCH 3rd

OVERTURE: "Light Cavalry"—With special illustrated slides. Columbia record No. 50056D. This well known overture by Von Suppe is recorded by the Columbia Symphony Orchestra. It is of a descriptive character, portraying the preparation of a Hussar Regiment for battle. The stirring music describes the gallant charge—then the measured strains of a funeral march—ending the victorious return of the troops. This is beautifully illustrated with colored slides. Note: 2 records necessary as parts 1 and 2 are on reverse side of record.

ORGAN NOVELTY: A Jesse Crawford Organ Solo with illustrated slides, entitled "How About Me." A Victor record will be released on this subject.

VOCAL NOVELTY: "To Te Amo"—with illustrated slides. Victor No. 21878. Sung by Paul Oliver. It is the theme number for "The Wolf Song"—a beautiful melody in a Spanish mood.

WEEK OF MARCH 10th

OVERTURE: "Poet and Peasant"—by Von Suppe. Victor No. 35797. With illustrated slides. Parts 1 and 2. An overture which has been a favorite with the public since it was first performed—very well interpreted by the Victor Symphony Orchestra, and an exceptionally attractive set of slides.

ORGAN NOVELTY: A Jesse Crawford Organ Solo with illustrated slides, entitled "When Summer Is Gone." A Victor Record. Number and release date to be announced later.

VOCAL NOVELTY: "I'm Wild About Horns on Automobiles." A new sensational number—comic idea with illustrated comic slides.

WEEK OF MARCH 17th

OVERTURE: "Emerald Isle"—With illustrated slides. An appropriate overture for St. Patrick's Day. This overture begins with "Echoes of Ireland" recorded in Dublin—then a harp cadenza introduces George O'Brien, tenor, singing "The Harp That Once Thro' Taras Hall"—then an orchestral interlude of "Killarney," followed by John McCormack singing "Mother Machree." The finale is the lively "St. Patrick's Day."

ORGAN NOVELTY: A Jesse Crawford Organ Solo with illustrated slides. Name and number of record to be announced later.

VOCAL NOVELTY: "The Song I Love"—a very beautiful ballad sung by James Melton. Columbia No. 1711D.

WEEK OF MARCH 24th

OVERTURE: "An Easter Overture"—with illustrated slides. Especially adapted to the spirit of the season. Beautifully arranged to include chorus number by famous "Trinity Choir" and "The Psalms" sung by John McCormack.

ORGAN NOVELTY: A Jesse Crawford Organ Solo with illustrated slides. Name, number and release date to be announced later.

VOCAL NOVELTY: "A Love-Tale of Alsace Lorraine." Number of record and release date to be announced later.

Managers desiring the Easter overture are requested to communicate with Boris Morros at once.

FILE THIS! IT WILL HELP PLAN PROGRAM

Watch Publix Opinion for this service in every issue! Watch trade papers for it, too!

LENGTH OF FEATURES

Record No.	Subject	Make	Foot-age	Run Time
Ned McCobbs Daughter—6 reels (S)	Pathe	5983	67	
Sin Sister—6 reels (S)	Fox	5950	65	
Lady of the Pavements—10 reels (S)	United Art.	7987	89	
The Great Power—8 reels (S)	Warners	7745	86	
The Iron Mask—11 reels (PT)	United Art.	8781	97	
Close Harmony—7 reels (AT)	Paramount	5900	66	
Office Scandal—8 reels (S)	Pathe	6350	71	
Napoleon's Barber—4 reels (AT)	Fox	3263	33	
Diplomats—4 reels (AT)	Fox	3226	36	
Stolen Kisses—7 reels (S)	Warner	6273	79	
Rainbow—8 reels (S)	Tiffany	6080	68	
Syncopation—8 reels (AT)	RKO	7550	84	
Moulin Rouge—8 reels (S)	World Wide	7980	87	
The Wild Party—8 reels (AT)	Paramount	6888	77	
Footsteps to Satan—6 reels (S)	First Natl.	5286	59	

S—Sound
AT—All-Talking
PT—Part-Talking

LENGTH OF TALKING SHORTS

Subject	Foot-age	Run Time
Eddie Cantor in Ziegfeld Midnight Frolic	1360	15
James Barton It Happened to Him	900	10
Meet the Missus	1755	20
Canary Murder Trailer	345	4

WARNER BROTHERS VITAPHONE

Record No.	Subject	Foot-age	Run Time
2648-9	Ain't It the Truth	1155	14
718	Jane Velle—Songs of Love	712	8
711	Green's Flapperettes	645	7
726	Dorothy Rosette and Ryan in Mirth and Melody	650	7
2940	Bom and Lawrence in Pigskin Troubles	665	7
2839	Bobby Folsam—A Modern Priscilla	640	7
2838	Bobby Gillette with Doris Walker	675	8
2819	Roy Fox and His Orchestra	745	8
2815	Hope Vernon	640	7
2650	Kjerduf's Versatile Harpists	545	6
2814	The Sefenaders	689	8
2883	The Paragons Quartette	730	8
2733	Mr. Donald Brian	642	7
719	Neal Sisters	625	7
2136	Gus Arnheims	795	9

METRO

Record No.	Subject	Foot-age	Run Time
A42	Duel Kerekjarto—Spanish Dance	685	7
	Van and Schenck—Fire Crackers	445	5
A44	Gordon and Squire—Recital Classique	825	9
A43	Revelers	675	7
A47	Bob Nelson—Everything I do I do	861	10
A49	Geo. D. Washington—The Vagabond	880	10
A52	Sunshine Sammy	855	10
	Ol Gray Horse	1750	20
	Life of the Party Roseland	825	9

FOX

Subject	Foot-age	Run Time
Movietone News No. 19A	830	9
Movietone News No. 19B	825	9
Happy Birthday	2380	28
Sound Your A	1867	22
Movietone News No. 20A	795	9
Movietone News No. 30B	780	9

PATHE

Subject	Foot-age	Run Time
At the Dentists	1550	18
Sound News No. 8	775	9

TIFFANY

Subject	Foot-age	Run Time
The Hawaiian Love Call	865	10

UNIVERSAL

Subject	Foot-age	Run Time
The Brox Sisters at the Night Club	850	10

Length of Non-Synchronous Shorts

Subject	Foot-age	Run Time
Review No. 9	794	9
Volcanoes	931	11

AT OUR NEW YORK THEATRE

WEEK OF MARCH 16	THEATRE	WEEK OF MARCH 16
	PARAMOUNT (New York)	
The Canary Murder Case	RIALTO	Lady of the Pavements
Lady of the Pavements	RIVOLI	Iron Mask
Iron Mask	BROOKLYN-PARAMOUNT	Seven Footprints to Satan
Seven Footprints to Satan	CRITERION (\$2)	The Letter
The Letter	EMBASSY (\$2)	Wolf Song